

HOW TO ADDRESS YOUR DESK MAIL FOR MAXIMUM POSTAL DISCOUNTS

When your mail can't be read by automated presorting equipment, your department automatically loses money through higher postage costs. Here are tips to maximize your savings:

- ✖ Consider redesigning your mail. Possible design options include: converting one, two and three ounce mailings currently formatted for manila envelopes into a standard letter envelope to gain presorted discounts. Some letter mailings can be transformed into self-mailers, which eliminates the cost of envelopes and some processing charges.
- ✖ Use complete addresses. Missing information such as street number, city, state or zip code could cause your mail to reject – reducing your postage savings. Avoid address abbreviations except for two letter State designations.
- ✖ Include floor, suite, and apartment numbers on or above the address line.
- ✖ Stylized fonts that overlap or nest characters reduce the ability to gain presort discounts. Some **bolded** fonts can cause problems. The best font characteristic for automated discounts is "Sans Serif" with a minimum of 8 to 12 point. Common examples of "Sans Serif" fonts are Arial and Helvetica.
- ✖ Omit all punctuation except for the hyphen in the Zip+4 code.
- ✖ For best results, use ALL capital lettering in the address elements.

INCORRECT ADDRESSING

**Abc Company
Mich Avenue
Ste 39
Anytown, Mich**

CORRECT ADDRESSING

ABC COMPANY
SUITE 39
123 MICHIGAN AVENUE
ANYTOWN MI 99999-9999

- ✖ Non-Address elements, such as lines or text of the document, should not appear in the address block or be visible through the address window of the envelope.
- ✖ Address lines need to be parallel with the bottom of the envelope. Postal equipment cannot read labels or writing that is on the envelope crooked.
- ✖ Although equipment can read some handwritten addressing, handwritten addresses are less likely to read than mechanically addressed documents. If handwritten addressing cannot be avoided, PRINT addresses in all capital lettering rather than using script.
- ✖ Use a white background without watermarks or designs that can reduce readability. If colored paper cannot be avoided, use a contrasting ink color to enhance readability chances. Do not use a paper that has colored flecks, specks or fibers.
- ✖ Avoid, when possible, mailing carbon copies.



This information is provided to you by DMB Mail & Delivery Services to assist you in reducing your postage costs.

For a free review of any of your large mailing or printing projects, please contact (517) 322-1889